



To: Kat Madru / Entercom P.S.A. Director & Jill Christl / Executive Assistant
Fr: Sharelle Martin – Entercom Promotion Assistant
Re: KDND 1st Quarter PSA Activities January, February, March 2011
Date: April 4, 2011

Here is a report of the KDND Public Service activities for the 1st Quarter of 2011:

- On January 30th, KDND made a donation of Travie McCoy tickets, Ready Set Tickets and Sierra At Tahoe lift tickets to the Rancho Cordova Police Activities League. Donated items were raffled off in a silent auction at their annual crab feed. Funds were used to support their PAL program, a non-profit young organization.
- On February 10th, KDND's Wake Up Call morning show host Katie skyped with News 10 for Heart Week and raised awareness of Congenital Heart Disease, Abbey's story and the importance of CHD Research.
- KDND participated in the Woodland Police Department's First Annual Basketball Tournament on February 19th at Pioneer High School in Woodland. From 9a – noon KDND played music as participants and spectators participated in the 3 on 3 Youth Basketball Tournament.
- On March 3rd KDND attended the Hackademy Awards from 5p to 8p where they hosted the red carpet and emceed the event which educated youth on the impact of tobacco use and smoking in movies. This event was put on by Breathe California and also served as a fundraising event for the future education of youth about smoking and tobacco.